

Montana Promotion Division Annual Marketing Plan  
FY2007

<b><u>Seven Strategic Goals from the Montana Tourism &amp; Recreation Strategic Plan 2003-2007</u></b>								
1. Enhance awareness and support for tourism and recreation among Montana citizens and elected officials, including additional funding sources to support sustainable tourism.								
2. Increase four-season tourism revenues in all regions of the state, through enhancement of products/services that focus on high-value, low-impact visitors, especially heritage and cultural tourists.								
3. Implement a more coordinated, proactive system to manage, enhance and protect Montana's natural, historical and cultural assets with balanced, sustainable levels of resident and non-resident visitor use.								
4. Improve and maintain tourism and recreation infrastructure to support high quality resident and nonresident visitor experiences.								
5. Nurture desirable business growth and diversification in the tourism and recreation industry through business support services and technical assistance.								
6. Communicate with the markets through highly targeted promotions that increase awareness and attract desirable tourists; measure, track and evaluate tourism results and trends.								
7. Build an effective tourism and recreation "team" to facilitate partnerships, share information and leverage funding/technical resources in order to realize the vision for 2007.								

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<u>Program/Tasks</u>	<u>Strategic Goals</u>						
	1	2	3	4	5	6	7
<b>INDUSTRY SERVICES</b>							
Travel Montana's Industry Service programs and activities provide essential support to Montana's non-profit tourism organizations.							
<u>Travel Counseling &amp; Inquiry Processing</u>						X	
Each year Travel Montana receives approximately 300,000 requests for vacation information. Fulfillment and telemarketing services are provided by contract. Inquiries are entered into a computer database for fulfillment by e-mail, fax, mail or web chat. These inquiries are used to track advertising results and to provide an analysis of potential travelers.							
<u>Inquiry Fulfillment</u>				X			
Inquiries for information are processed within three working days; most packets are sent by bulk mail usually arriving within three to four weeks. Ongoing bulk distribution of travel publications is provided throughout the state.							
<u>Disbursement of Lodging Tax Funds to Certified Tourism Organizations</u>							X
The Lodging Facility Use Tax law earmarks 25% of funds going to the Department of Commerce for return to 17 certified local and regional tourism organizations for marketing projects. Travel Montana administers this distribution by reviewing and presenting funding requests tot the Tourism Advisory Council for their approval, assuring legal and financial compliance and providing project follow-up and audits.							
<b><i>For further information regarding Industry Services, contact Anna Marie Moe, Industry &amp; Operations Manager, 841-2797, amoe@mt.gov</i></b>							

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<u>Program/Tasks</u>	<u>Strategic Goals</u>						
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<b>CONSUMER PUBLICATIONS</b>							
Publications play an important part in the vacation planning process of travelers. Guides must be enticing, simplify planning and enhance the travel experience encouraging repeat visits.							
<u>Montana Vacation Planner</u>		X	X	X			X
Travel Montana's main tourism piece. 164 full color pages filled with towns and attractions, accommodations, services and general information. The 2007-08 Vacation Planner repeats the layout/design from the previous year but will no longer have the fold out map in the back. All summer packets will include an official state highway map. Ready for distribution in late January, 2007.							
<u>Montana Winter Guide</u>			X	X			X
Detailed information on downhill ski areas, groomed snowmobile and cross-country ski trails, snowcoach tours, and service and lodging listings. The 2006-07 Winter Guide repeats the layout/design from the previous year. Ready for distribution in mid August, 2006.							
<u>Montana Highway Map</u>		X					X
A cooperative effort between Travel Montana and the Department of Transportation. Features general road information, city/town maps and points of interest. The 2007-08 Highway Map will be a new design and size making the text and roads much easier to read. This larger size also allows for more tourism information and photos. The map is now included in all summer packets.							
<u>Montana Calendar of Events</u>		X	X		X		
Published twice a year, this on-color brochure lists Montana's main tourism-oriented events and celebrations.							
<u>Montana Indian Reservations Brochure</u>		X	X		X		
A visitor's guide to the seven Indian reservations and eleven tribes in Montana.							
<u>Kid Friendly Montana</u>		X	X				
When opened this educational tool for upper elementary students becomes a poster with colorful graphics and snippets of Montana facts.							

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(Consumer Publications continued)								
<u>Program/Tasks</u>				<u>Strategic Goals</u>				
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<u>Lewis and Clark-The Montana Journey</u>			X	X			X	X
This brochure details accessible Lewis and Clark sites and attractions across the state.								
<u>FULFILLMENT PACKETS</u>								
Publications used to respond to consumer inquiries.								
Summer Packet-Vacation Planner, Summer Calendar of Events, Highway Map								
Winter Packet-Winter Guide, Winter Calendar of Events								
Family Packet-Vacation Planner, Kid Friendly Montana, Summer Calendar of Events								
Lewis & Clark Packet-Vacation Planner, Lewis & Clark-The Montana Journey, Summer Calendar of Events								
<b><i>For further information regarding Publications, contact Bev Clancey, Publications Manager, 841-2898, bclancey@mt.gov</i></b>								

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<u>Program/Tasks</u>	<u>Strategic Goals</u>						
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<b>TOURISM DEVELOPMENT AND EDUCATION PROGRAM</b>							
The Montana Tourism and Recreation Industry's continued success depends on its ability to provide facilities, services and products that offer quality experiences for our visitors and enhance the quality of life enjoyed by Montanans. The Tourism Development and Education Program provides financial, technical and networking assistance to meet this objective.							
<u>Tourism Development Grants and Technical Assistance</u>	X	X	X	X	X	X	X
In FY 07, the TD&E program will award \$200,000 in Tourism Infrastructure Investment Program (TIIP) Grants and \$50,000 in Special Event Grants (SEGP) to eligible recipients through a competitive application process. The Community Tourism Assessment Program (CTAP) is undergoing a performance review on the 38 Montana communities it has worked with since 1991. The Cultural Tourism Program continues work with the Montana Tribal Tourism Alliance on the development of sustainable, culturally appropriate tourism; the organization, funding and implementation of the Crown of the Continent GeoTourism project in partnership with the National Geographic Society, National Parks Conservation Association, Glacier & Russell Country Tourism Regions, U.S. Forest Service and other partners that will come on board, Montana Dinosaur Trail Project, Hands of Harvest Project and the Montana Cultural Treasures Brochure produced in partnership with the Montana Arts Council, Montana Historical Society, Montana Committee for the Humanities and Lee Enterprises – The Missoulian.							
Work in partnership with the Montana Department of Transportation on the implementation of the Montana Scenic-Heritage Byway Program.							
<u>Education and Outreach</u>	X				X		X
The Montana Superhost Program, through a contract with Flathead Valley Community College, offers up to 150 Service That Sells! Customer Service Training Seminars across Montana. The 2007 Montana Governor's Conference on Tourism & Recreation will be held April 2-3, at the Red Lion Colonial Hotel in Helena. Working with our tourism and recreation partners, the program will assist in coordinating and funding workshops or presentations on tourism-related topics, i.e., heritage and nature tourism development, successful festival & event management.							
<u>Visitor Information Centers</u>	X	X		X	X	X	X
Montana's 9 state-supported gateway Visitor Information Centers (VIC) served 202,092 travelers from May-Sept. 2006, a 3.4% increase from 2005. Through community partnership contracts, the VICs are kept updated on statewide visitor information, provided staff training and funding along with other technical support from Travel Montana.							
<u>Strategic Planning</u>	X		X				X
A contractor has been hired to update the current statewide Montana Tourism & Recreation Strategic Plan for use in the next 5-year cycle, 2008-2012. This will be the fourth in a series of Montana Tourism & Recreation Industry Strategic Plans facilitated by Travel Montana and developed by public and private sector stakeholders from across the state.							

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<b>(Tourism Development and Education continued)</b>								
<b><u>Program/Tasks</u></b>				<b><u>Strategic Goals</u></b>				
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<u>Montana Tourism &amp; Recreation Initiative</u>		X		X	X			X
Travel Montana is an active member with the 18 state and federal agency partnership focused on addressing tourism and recreation issues and opportunities. MTRI has been a key organization in the preparation for and implementation of Montana's Lewis & Clark Bicentennial Commemoration. Its current activities involve participating and providing direction for the 2008-2012 Montana Tourism & Recreation Strategic Plan, Public Lands Film Permitting Coordination, assistance for Montana's regional and statewide Nature Tourism and Birding Trail development and other interagency projects identified by the MTRI Working Group and Directors.								
<b><i>For further information regarding Tourism Development &amp; Education, contact Victor Bjornberg, Tourism Development Coordinator, 841-2795, vbjornberg@mt.gov</i></b>								

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<u>Program/Tasks</u>	<u>Strategic Goals</u>						
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<b>OVERSEAS MARKETING</b>							
Travel Montana aggressively promotes Montana as a vacation destination to the international travel trade –including tour operators, tour wholesalers, travel agents, and media. Our target markets include Germany, the UK, France, Belgium, the Netherlands, Italy, Japan, Taiwan, Sweden and Denmark. Should additional funding become available, potential markets include Australia, Canada and Spain.							
<u>Rocky Mountain International</u> In cooperation with South Dakota, Wyoming and Idaho, Montana is marketed as the Real America in Western Europe, and contracts with Rocky Mountain International to coordinate our regional marketing efforts. These efforts include travel trade shows, sales trainings conducted for tour company reservation staff, the RMI RoundUp, familiarization tours and movie promotions.					X	X	
<u>Trade Offices</u> Montana Dept. of Commerce trade office representatives in Kumamoto, Japan and Taipei, Taiwan work together with Travel Montana to promote Montana to the trade and press in the Asian market. These efforts include sales calls and training seminars, in-country promotions and contests, and familiarization tours for tour operators and media. Potential target markets being investigated by the Taiwan office include Hong Kong, as well as Beijing and Shanghai, China.					X	X	
<u>Marketing Workshops</u> Overseas marketing workshops or seminars are conducted at the annual tourism conference for Montana tourism suppliers.					X		X
<u>Lead Generation</u> Leads generated from all trade shows included in the overseas marketing program are posted on Travel Montana's intranet sight, and are available to all Montana tourism suppliers for their follow-up efforts.							X
<u>Advertising Opportunities</u> Advertising or cooperative promotions with tour companies or magazines are conducted on an as needed basis or when an enticing advertising co-op is proposed by a tour company. For the first time, Travel MT recently approved a half page ad for the 2007 TIA Discover America USA Travel Guide. This guide, which is being printed in four languages, will be distributed in our European target markets and has an excellent distribution plan. The circulation is one million.						X	
<u>Promotions</u> Fifty qualified tour operators in the Western European markets are sent a copy of Montana Magazine, which is published every other month, as a direct mail piece. Selected operators also receive a Montana calendar to keep Montana on their minds throughout the year.						X	

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<b><i>For further information regarding Overseas Marketing, contact Pam Gosink, Overseas Marketing/Program Manager, 841-2894, pgosink@mt.gov</i></b>								



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<u>Program/Tasks</u>	<u>Strategic Goals</u>						
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<b>ELECTRONIC MARKETING</b>							
Travel Montana maintains an extensive database of tourism related information from resorts to rodeos. This information is made available through a number of electronic services, such as the Internet. This cost-effective method of disseminating travel information gives consumers the ability to obtain comprehensive Montana information “instantly” through a variety of medium. Electronic marketing initiatives for the next fiscal year are outlined below with references to their relationship to MPD's five year strategic plan.							
<u>Websites</u>						X	
In the coming year we continue to provide more value added content including features from Montana magazine and other sources, an improved mapping component and search engine optimization.							
It's also a goal to more tightly integrate the design of our primary consumer Web sites with our traditional consumer marketing. An example would be sharing images and fonts. This will give our customers a more consistent and recognizable look and feel to all of our marketing initiatives.							
These efforts relate to strategic plan goal #6. Communicate with the markets through highly targeted promotions that increase awareness and attract desirable tourists; measure, track and evaluate tourism results and trends. Our Web sites will be customized to reflect the targeted promotions of our consumer marketing campaigns. A good example of this is last years Minnesota winter campaign.							
<u>Oracle Database</u>					X		
1. We will continue to provide expanded Web services to our marketing partners including Web syndication. Web syndication is a form of syndication in which a section of a website is made available for other sites to use. In general, web syndication refers to making Web feeds available from our site in order to provide remote sites with current content. MPD offers XML feeds, to our marketing partners, containing portions of our database or the entire database of tourism related sites, services and events.							
Our database related developments directly address strategic plan goal #5. Nurture desirable business growth and diversification in the tourism and recreation industry through business support services and technical assistance. Repurposing our extensive database allows our marketing partners to focus their resources on other initiatives.							

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<b>(Electronic Marketing continued)</b>								
<b><u>Program/Tasks</u></b>				<b><u>Strategic Goals</u></b>				
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<u>Visitor Information Centers</u>								X
MPD's Electronic Marketing Department supports state sanctioned visitor information centers. Last year we helped introduce wireless Internet access or "hot spots" into those centers. Many of these sites are in remote locations and adding Web browsing as a VIC service increases our ability to serve our customers and drive them to Montana businesses. This year we will continue to test and improve this system.								
These efforts help MPD build an effective tourism and recreation "team" to facilitate partnerships, share information and leverage funding/technical resources in order to realize the vision for 2007, as identified in strategic plan goal #7.								
<u>Siebel Support</u>							X	
Our new VISITS system will allow us to improve our lead or list management system and let us to explore other forms of electronic marketing including newsletters and permission based e-mail marketing.								
New VISITS features relate to strategic plan goal #6. Communicate with the markets through highly targeted promotions that increase awareness and attract desirable tourists; measure, track and evaluate tourism results and trends.								
<u>Emerging Technologies</u>							X	
The Internet is very dynamic and new trends and technologies are emerging every day. Electronic Marketing will work with our other departments to ensure we are capturing this "wired" market. Travel Montana will research and eventually deploy the following the following technologies if we determine they are cost effective marketing tools.								
Weblogs (usually shortened to blog) are web-based publications consisting primarily of periodic articles. MPD will develop tools to automate the maintenance of blogs and make them accessible to a large population of potential visitors. Special campaigns and niche travel are logical uses for "blogging."								
Podcasting is the method of distributing multimedia files, such as audio programs or music videos, over the Internet for playback on mobile devices and personal computers. The distribution format of a podcast uses either the RSS or Atom syndication formats. Podcasting has become very popular and offers an excellent new avenue for promotion. We also plan to syndicate our electronic newsletters, press releases and snow reports using RSS. Additionally, our syndication method will be turned in to a module that will be made available to all sites hosted on our servers.								
Utilizing emerging technologies will help MPD communicate with the markets through highly targeted promotions that increase awareness and attract desirable tourists; measure, track and evaluate tourism results and trends, as identified in strategic plan goal #6.								
<b><i>For further information regarding Electronic Marketing, contact Corrie Hahn, Information Services Manager, 841-2884, cohahn@mt.gov</i></b>								

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<b>PUBLICITY/PHOTOGRAPHY/PUBLIC INFORMATION</b>							
Publicity is a believable and cost effective tool for enhancing awareness of Montana as a tourism destination. Travel Montana actively seeks publicity in all forms of media (print, TV, radio, internet), both in domestic and international markets. The state generated national publicity coverage in 2005, equivalent to over \$11 million in advertising space. In addition, Travel Montana strives to work with in-state media and various partner entities to foster good relationships in order to educate and advise regarding tourism issues within the state.							
<u>Media Marketing Plan</u>	X	X	X	X	X	X	X
Develop a media marketing plan in cooperation with our newly contracted public relations agency, which will include outreach through targeted media blitzes.							
<u>Regions/CVBs</u>					X	X	X
Work with regions and CVBs on both individual and group press trips to provide both financial and logistical support to qualified journalists and productions.							
<u>Press Coverage Development</u>		X				X	
Research and develop more timely and effective ways to target media messages to desirable markets with the goal of obtaining positive press coverage. Goals include increasing awareness and coverage of shoulder season travel, low-impact recreation, as well as heritage and cultural highlights.							
<u>Media Team Development</u>							X
Build an effective statewide media team, by facilitating partnerships, sharing information, and collaborating on media efforts with tourism regions / CVBs and their respective PR teams.							
<u>Image Library</u>	X	X	X		X	X	
Continue to develop an online image library that can support not only the efforts of Travel Montana's promotions, but media requests, as well.							
<u>Media Coverage Report</u>	X						X
Develop a timely media coverage report highlighting the best of national / international print and broadcast coverage, to be used as a public awareness tool.							
<u>Outreach and Education</u>	X				X		X
Conduct public outreach to build awareness of MPD programs and to increase community support and private and public business cooperation. Build awareness of tourism's impact to the state economy through press releases, interviews, presentations, collateral material development such as newsletters, fact sheets, talking points, etc.							

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<b>(Publicity/Photography/Public Information continued)</b>								
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<u>Intranet Website</u>		X						X
Review, update and maintain MPD Intranet website to ensure content is relevant, current and applicable.								
<u>Monthly Newsletter</u>		X						X
Continue to produce the monthly Travel Montana Update newsletter with information and updates concerning the industry. Create a system to disseminate it solely electronically.								
<b><i>For further information regarding Publicity, contact Donnie Sexton, Staff Photographer/Publicity Manager, 841-2897, dsexton@mt.gov</i></b>								

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<u>Program/Tasks</u>	<u>Strategic Goals</u>						
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<b>US and CANADIAN GROUP TRAVEL</b>							
Montana's domestic group tour program is designed to promote Montana's many group tour and travel opportunities by marketing directly to group tour operators throughout the United States and Canada. Montana is promoted as a tour destination, as well as a viable stop over on tour itineraries. The program promotes all seasons in Montana and encompasses activities from sightseeing to river rafting to skiing.							
<u>Travel Trade Events</u>						X	X
By attending select travel shows and conventions, contacts can be made with prospective group tour operators, and new and expanded Montana itineraries can be discussed and promoted. In FY07 Travel Montana will attend the National Tour Association Convention, American Bus Association Convention and a Bank Travel Convention. At the NTA convention Travel Montana as well as other Montana delegates will sponsor a refreshment booth to create more awareness of what Montana has to offer.							
<u>Magazine Campaign</u>						X	
To further increase awareness of Montana Travel Montana will undertake a magazine campaign. Publications will include but not limited to <i>Destinations</i> , <i>Courier</i> , <i>Group Travel</i> and <i>Leisure Group Travel</i> .							
<u>Promotions</u>						X	
Fifty qualified tour operators are sent a copy of <i>Montana Magazine</i> , which is published every other month, as a direct mail piece. These operators also receive a free copy of a Montana Calendar in December.							
<u>Familiarization Tours</u>						X	
Familiarization tours will be conducted to provide personal, firsthand site inspections for prospective group tour operators. By experiencing Montana, tour operators can better understand the mechanics of designing new itineraries in Montana.							
<u>Montana Group Tour Planning Guide</u>						X	
The Montana Group Tour Planning Guide is designed to be an "all-in-one" tour planning reference. With listing of attractions, events hotels and restaurants, the guide encompasses the points of interest for the tour planner designing a Montana itinerary. The guide is updated every couple of years as needed and is sent to tour operators as follow-up. The information from the publication can also be found on the Internet at <a href="http://www.montanagroups.com">www.montanagroups.com</a> .							
<b>For further information regarding Group Travel, contact Marlee Iverson, Group Tour Manager, 841-2895, <a href="mailto:miverson@mt.gov">miverson@mt.gov</a></b>							

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<b>MEETINGS AND CONVENTIONS</b>							
Montana continues to grow as a destination considered for convention and meeting planners nationwide. To further strengthen Montana's image among these decision makers, Travel Montana is continuing to expand its convention marketing efforts.							
<u>Trade Show Assistance Program</u>					X	X	X
New for FY07 is the Trade Show Assistance Program. This program assists Montana recognized Regions and Convention Visitors Bureaus (CVB's) in exploring new domestic markets by encouraging first-time exhibition at business to business meeting and convention trade shows outside of the state. It is not only for Regions/CVB's new to trade show exhibition, but can also be useful for established Regions/CVB's who are looking to exhibit at a show that they have never been to before. It is not intended for a Region/CVB to use for a trade show at which it currently exhibits. Travel Montana will award up to half the cost of the booth expenses for eligible applicants.							
<u>Advertising Campaigns</u>						X	X
In order to further increase awareness of Montana as a desirable location for meetings, conventions and seminars, Travel Montana will undertake a magazine and internet advertising campaign for FY07. The campaign will be a co-op with space available to Montana suppliers through Travel Montana.							
<u>Invite-A-Convention Program</u>						X	
Travel Montana will continue the Invite-A-Convention program. This campaign is promoted in-state through letters from the Governor to state employees, Montana corporations, agencies and associations. The letter is aimed at encouraging employees of those organizations to bid conventions when they travel or attend conferences. The campaign will also send a letter to convention attendees inviting them to come early or stay late in conjunction with the event scheduled to take place in Montana.							
<u>Website</u>						X	
Travel Montana will continue to maintain www.montanameetings.com. This resource includes essential information from cozy three-person retreats to large-scale conventions as well transportation and meeting coordinators.							
<b>For further information regarding Meetings &amp; Conventions, contact Marlee Iverson, 841-2895, miverson@mt.gov</b>							

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<b>MONTANA FILM OFFICE</b>							
The Montana Film Office branch of the Montana Promotion Division promotes Montana as a filming destination for feature films, commercials, television, documentaries, videos, and still shoots. The film office provides location, liaison, and scouting assistance to filmmakers, as well as administering the "Big Sky on the Big Screen Act, Montana's filming incentive program.							
<u>Marketing Contracts:</u>	X	X					X
<u>Marketing Contractor</u>							
Sales calls to major production studios, and independent production companies, and producers. This contractor will develop new business contacts and re-enforce old relationships. The contractor will increase awareness of Montana's production incentive in the industry and ultimately increase the number of productions filmed in Montana.							
<u>Advertising Agency</u>							
Development of print and other advertising, film office publications, and premiums. The advertising agency also provides professional advice on which publications to advertise in, and additional professional marketing advice as needed.							
<u>Big Sky on the Big Screen</u>	X	X					
The film office promotes and administers Montana's filming incentive program.							
<u>Advertising, Trade Shows and Festivals:</u>		X				X	
<u>Print Advertising</u>							
The film office will purchase print advertising in top film industry trade magazines. The list includes, The Hollywood Reporter, Daily Variety, Weekly Variety, Production Update (P3), and Indy film publications such as Filmmaker and Moviemaker magazines. The advertising is year round.							
<u>Directories</u>							
The film office is listed in all of the major film related publications and web portal as the official source of information on filming in Montana. The list includes, the Hollywood Creative Directory, the Shoot Directory, LA 411, NY 411, Kemps, Motion Picture, TV and Theater Directory, The AFCL Global Passport, LOCATIONS magazine, Production Hub, and AFCL.org.							
<u>Direct Mail Campaigns</u>							
An annual calendar of Montana Locations is sent to top production executives and film location professionals each year. This is planned for December of 2006.							

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<b>(Montana Film Office continued)</b>								
<b><u>Program/Tasks</u></b>				<b><u>Strategic Goals</u></b>				
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<u>Locations Trade Show</u>								
Annual Trade Show held by the Association of Film Commissioners International. This event is held in Santa Monica, CA each year in April, and is the premiere event to market on-site to filmmakers and location professionals.								
<u>Co-ops</u>								
Co-operative filmmaker brunch in Malibu in April of 2007. In conjunction with 4 other film commissions, Montana co-hosts a brunch buffet for filmmakers at Gladstone's restaurant in Malibu. This venue affords an opportunity to meet privately with filmmakers who have expressed an interest in Montana, and allows for the co-hosting states to share their contacts in the industry.								
<u>Film Festival Sponsorships</u>								
The film office sponsors both in-state and out of state film festivals. These sponsorships are excellent opportunities to host a reception and meeting space at a venue where filmmakers already are. This year the film office plans to sponsor AFI Fest in Los Angeles, and HatchFest, and the Big Sky Documentary Festival in-state.								
<u>Public/Private Cooperative</u>								
A public/private cooperative advertising and marketing plan for film festival sponsorship is currently being developed with HATCHFest out of Bozeman Montana. This partnership is being planned for the Sundance film festival in January of 2007. Sundance is the world's premiere independent film festival, drawing an attendance of approximately 40,000 people, most of whom are in the film industry. There is a possibility of also developing a similar partnership to market at the South by Southwest film and music festival in Austin TX.								
<u>Fulfillment</u>			X			X		
Each year the film office receives over 300 inquiries from producers and filmmakers regarding filming in Montana. In addition the Montana Film Office website receives over 1000 unique user sessions per day. The Montana Production Guide is one of the main fulfillment tools. It is a directory of everything needed to film a project in Montana including listings of over 290 Montana crew members, and over 600 Montana businesses that can provide services to production companies. It is anticipated that 300 Montana Production Guides will be sent as marketing and fulfillment pieces in the coming year. Montanafilm.com - The Montana Film Office web site is incredibly detailed resource for filmmakers with over 1000 pages of information on filming in Montana. Traffic on the website increases each year, and continual improvements are made throughout the year. Location Library - The Film Office maintains and updates a location library of over 175,000 photos. Updates continue and a new location database is being investigated.								



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(Montana Film Office continued)								
<u>Program/Tasks</u>				<u>Strategic Goals</u>				
		1	2	3	4	5	6	7
<u>Scouting</u>		X	X					
As part of their marketing plan, the film office provides scouting services for certain productions. This is on a case by case basis.								
<b><i>For further information regarding the Montana Film Office, contact Sten Iversen, Film Office Manager, 841-2879, siversen@mt.gov</i></b>								

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<b>CONSUMER MARKETING</b>							
The consumer marketing program develops advertising and promotional campaigns to create a positive brand image for Montana and increase domestic tourism and visitation to the state. Advertising is targeted to the audiences that have the highest propensity to travel to Montana. Nationwide tourism trends, statistics from the Institute for Tourism and Recreation Research, and the results from contracted research studies help drive the marketing strategy. MPD promotes two visitation seasons: warm season (spring/summer/fall) and winter season.							
<u>Warm Season:</u>							
<u>Print Advertising</u>						X	
Montana print ads will be placed in a variety of magazines designed to reach the following audience segmentations: traditional, active mature, family, photography, outdoor enthusiast, RV/camping, western art/culture. Ads will run in full-circulation and custom-designed circulations to achieve a high reach of the most qualified travel prospects. The majority of print ads will run during the peak travel planning times for Montana's warm season, February through May. Full-page and 1/3 page ads in six different, full-color creative treatments will be used.							
<u>Internet Advertising</u>						X	
A wide variety of web banners, website sponsorships, and advertorial features within third-party email newsletters will be used to generate awareness of and interest in Montana.							
<u>Television Advertising</u>						X	
Montana TV commercials will be aired nationally and in select markets using a per-inquiry TV service. Travel Montana pays for commercial broadcast per inquiry generated, not by air time. Thirty- and sixty-second commercials will be aired.							
<u>Montana Kids! Promotion</u>						X	X
An internet-driven promotion to attract kids and families to Montana. Web banners, advertorial placement, and interactive gaming features are used to drive target audience to kid-themed Montana website montanakids.com to win Montana trip for family of four. Partner with tourism regions, CVBs, in-state attractions, and service & good providers to build trip in exchange for promotion on montanakids.com.							
<u>3Parks Promotion</u>						X	X
Partner with Wyoming Tourism, Glacier NP, Grand Teton NP, and Yellowstone NP to promote travel to these national parks and the region surrounding them. Print ads and internet advertising drive prospects to both a website (www.3parks.com) and/or a toll-free number to request more information. A "field guide" fulfillment piece is sent out to each inquiry. Leads are shared amongst participating partners.							

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<b>(Consumer Marketing continued)</b>								
<b><u>Program/Tasks</u></b>				<b><u>Strategic Goals</u></b>				
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<u>Invite-A-Friend</u>		X					X	
Radio and TV commercials featuring Governor Schweitzer encourage Montana residents to invite their out-of-state friends and family to visit Montana via an "invitation" from the Governor. Travel Montana sends out the invitations from the Governor, addressed to the people the Montana resident provides.								
<u>Research</u>							X	
Studies are evaluated and contracted to measure the effectiveness of Montana advertising campaigns in generating visitation to the state and the economic impact of visitation. Research studies also determine key Montana target markets, visitor demographics, psychographics, and lifestyle characteristics to improve efficiency and effectiveness of campaigns.								
<u>Cooperative Promotions</u>							X	X
Partner with tourism regions, CVBs, and appropriate private-sector companies to provide affordable, well-targeted methods of generating interest and inquiries in their destinations/services. Trade shows, events, and traditional advertising are the media most often used.								
<u>Direct Mail</u>							X	
Contract with a direct mail company to print & deliver a Montana warm season advertisement insert into a vacations-themed packet, mailed in April to 500,000 well-qualified, upper-income homes.								
<u>Winter Season:</u>								
<u>Win Your Own Montana Mountain</u>							X	X
Develop a uniquely exciting, powerful promotion to build awareness of Montana as a winter ski destination. Promotion giveaway includes trip to Montana for one winner and five guests. Includes airfare, ground transportation, accommodations, personal gourmet chef, and exclusive use of a Montana ski area (Showdown Mountain) for three nights and two days. Each visitor also will be given a North Face clothing system. To be promoted in partnership with The North Face (in-store, website, media buys, events) & Outside Magazine (media buys, events).								
<u>Key Market Campaign</u>							X	
With limited winter season marketing dollars, focus money into markets where research shows there is a high propensity to travel to Montana. Travel Montana will continue a media blitz (REI in-store event, outdoor, radio, direct emails) in the Minnesota market for FY07. Travel Montana will also begin a secondary campaign in the Seattle market (radio and out-of-home).								

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(Consumer Marketing continued)								
Program/Tasks				Strategic Goals				
		1	2	3	4	5	6	7
<u>Sled the Rockies</u>							X	X
Partner with Idaho & Wyoming Tourism to promote our three states as prime snowmobiling destinations, capitalizing on our common thread of Yellowstone NP. Magazine and internet ads are used to build awareness of and drive prospects to the shared website, www.sledtherockies.com.								
<u>In-State Ski</u>		X					X	X
Partner with the Montana Ski Areas Association (MSAA) to develop two-minute promotional films for each ski area. Films to be jointly owned by TM and respective ski area. To be used for events, on-site, and online promotion. Bumper stickers, postcards, on-site point-of-sale merchandiser/kiosk concept possible.								
<u>Print Advertising</u>							X	
Montana ski-themed ads and advertorials are placed in a select group of national ski magazines. The majority of print ads will run during the peak travel planning times for Montana's winter season, September through December. Full-page and half page in full-color will be used. Winter tourism partners (tourism regions, CVBs, and ski resorts) are invited to participate in co-op ad placements.								
<u>Internet Advertising</u>							X	
A wide variety of web banners, website sponsorships, podcasts (including one highly-ranked podcast on iTunes via Freeskier.com) and advertorial features within third-party email newsletters will be used to generate awareness of and interest in Montana as a winter vacation destination.								
<u>Private Sector Partnerships</u>							X	X
Continue partnerships with outdoor retailer The North Face and Recreational Equipment, Inc (REI). New partnerships with Outside Magazine and Great Harvest Bread Co. (Seattle metro area).								
<u>Direct Mail</u>							X	
Contract with a direct mail company to print & deliver a Montana winter season advertisement insert into one ski-themed and one vacations-themed packet. A total of 1,000,000 packets are mailed to well-qualified, upper-income homes.								
Due to increasing costs of media and the inability of the advertising budget to keep pace, MPD is continually looking for creative ways to stretch its marketing dollars, including successful programs with neighboring states. Some of these partnerships include: Three Parks (with the state of Wyoming, Yellowstone NP, Grand Teton NP, and Glacier NP) Sled the Rockies (with Wyoming & Idaho to promote snowmobiling)								
<b>For further information regarding Consumer Marketing, contact Katy Peterson, Consumer Marketing Manager, 841-2896, kapeterson@mt.gov</b>								